

Message Text

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PAGE 01 LAGOS 02300 231506Z
ACTION CU-06

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O R 231230Z FEB 78
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INFO SECSTATE WASHDC 6714

UNCLAS LAGOS 2300

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USIA FOR IAA AND ABS, DEPT FOR CU/AF

E.O. 11652 : NA
TAGS : NA
SUBJ : WEEKLY HIGHLIGHTS

1. NEW YORK ADVERTISING EXECUTIVE BYRON LEWIS, AMSPEC CONDUCTING A TWO-WEEK SEMINAR CO-SPONSORED BY THE ASSN OF ADVERTISING PRACTITIONERS IN NIGERIA, LED THE 29 PARTICIPANTS INTO THE SECOND WEEK OF DISCUSSIONS, SHARING THE PLATFORM WITH SEVERAL NIGERIAN MARKETING AND ADVERTISING EXPERTS. WITH AUDIO-VISUALS TO ILLUSTRATE CAMPAIGN HISTORIES AND CASE STUDIES AND AN ENGAGING, INFORMAL APPROACH, LEWIS HAS KEPT THE ASESSIONS LIVELY AND THE AUDIENCE FAITHFUL IN ATTENDANCE. ON FEB 21, LEWIS DELIVERED AN ILLUSTRATED LECTURE TO ADVERTISING AND MASS COMMUNICATION STUDENTS AT THE UNIVERSITY OF LAGOS. THE PROGRAM RAN OVERTIME BECAUSE OF LONG AND FRUITFUL Q&A SESSION. LEWIS IS EXCELLENT RESOURCE IN SUPPORT OF POST'S CP OBJECTIVES THREE, FOUR AND FIVE. THE SEMINAR ALSO WILL SUCCESSFULLY COMPLETE CP PROJECT N1-17.

2. AWARE THAT RADIO REACHES MORE NIGERIANS THAN ALL
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NEWSPAPERS AND TELEVISION STATIONS COMBINED, POST HAS STEPPED UP EFFORTS AT PLACEMENT OF IBS PACKATED SERIES, DAILY SERVICE TRANSMISSIONS AND ONE-TIME ITEMS SUCH AS THE ANDREW YOUNG AND ALEX HALEY SPECIAL FOR AFRO-AMERICAN HISTORY MONTH. THE FOL-
LOWING IS A SAMPLE FROM THE PAST WEEK TO SHOW THE GRATIFYING RESULTS: (A) IN SUPPORT OF CP OBJECTIVE

ONE: IBS WRAP-UP ON MAMIBIA TALKS USED IN NEWS
ANALYSIS SLOT OF NBC NETWORK: RHODESIA AGREEMENT
STORY USED IN MAGAZINE PROGRAM: TWO NAMIBIA ITEMS
WERE USED AS BACKGROUND FOR A LOCAL COMMENTATOR'S
ANALYSIS BROADCAST ON "AFRICA THIS WEEK" AND AGAIN
ON "WINDOW ON THE WORLD." (B) IN SUPPORT OF CP
OBJECTIVES THREE, FOUR AND FIVE: YOUNG AND HALEY
TALKS FROM VOA'S FEB 1 BROADCAST CONSISTED THE
BULK OF A SPECIAL NBC NETWORK PROGRAM SALUTING
AAHM. THE YOUNG SECTION HAS BEEN USED SEPARATELY
IN A MAGAZINE PROGRAM, AND SIMILAR RE-USE OF THE
HALEY PART IS PLANNED NEAR THE END OF THE MONTH:
HAUSA PROGRAMS ON THE VOICE OF NIGERIA INTERNATIONAL
SERVICE CARRIED ANIMAL CARE AND INTERVIEW ITEMS
FROM "LETTER TO NIGERIA." THE "RADIO NEWSREEL"
CARRIED SKETCH ON SINGER LINDA RONSTADT: A SERVICE
TRANSMISSION STORY ON THE ALI-SPINKS FIGHT WAS
BROADCAST IN TWO DIFFERENT NETWORK PROGRAMS.
LEWIS

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Draft Date: 23 feb 1978
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